

**LOW!**  
**TRY!**  
**CAMPS TOO!**



**BIRDS EYE  
FROZEN  
DINNERS**

CHICKEN  
ROAST BEEF  
TURKEY

REG. PKG.

**49¢**

**ORANGE JUICE**

CAL FAME  
6-oz. Can

**5 FOR \$1.00**

**PORK & BEANS**

VAN CAMP'S  
2 1/2 Can

**5 FOR \$1.00**

**Ice Cream**

FOREMOST  
FAMILY STYLE

HALF GALLON

**49¢**

**SPRINGFIELD  
PEARS**

2 1/2 CAN

**29¢**

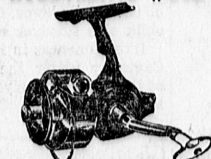
PILLSBURY—2-Pound Box

**PANCAKE MIX**

**3 FOR \$1.00**

**RODDYMATIC ROD and REEL SET SALE!**

RODDYMATIC #902



**SALT WATER  
SPINNING SET**

- 8', 2-pc. charcoal RODDY tubular glass rod... regular \$22.95 value.
- Large capacity RODDY open-face salt water spinning reel... regular \$19.95 value.

Both RODDY rod and reel, regular \$42.90 value, for just...

**\$22.88**

**\$9.90 VALUE**

RODDYMATIC #601  
Bait Casting Set

**\$5.58**

**\$15.90 VALUE**

#700 and #804  
Spin 'N' Cast Set

**\$7.88**

12-INCH L-P... ALBUM

**STEREO RECORDS**

Regular \$1.98... Our Low Price

**99¢**



**ZORIS**  
MEN'S, LADIES',  
CHILDREN'S

**3 PAIR FOR \$1.00**



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WEST TORRANCE... LOMITA - HARBOR CITY**



ALCOA ALUMINUM WRAP	BELL CHOPPED OLIVES	BOBRICK'S AMMONIA	BRUCE FLOOR CLEANER
25-ft. roll 27c	4 1/2-oz. can 2 for 23c	Quart bottle 25c	Quart bottle 95c

# BEHIND THE SCENES

## Home Prices Remaining Level, Buyers Getting Better Deals

by REYNOLDS KNIGHT  
If you're planning to purchase a new home this spring, chances are you'll be getting more for your money in the past.

Builders today, a reliable source reports, are offering more for less, thanks to lower prices for fixtures and construction materials prices. Two-bathroom houses are now being offered for the same price as was quoted for single-bathroom homes last spring.

Items: A builder in the Southwest installs a central vacuum cleaning system free, in homes in the \$30,000 range... Emphasis at this time centers around increased living space without increased prices... A 1400-square-foot house which sold for \$17,000 last spring now sells for \$17,500, but \$1000 worth of extras are included in this year's home.

Another factor that brightens the picture for this year's home buyer is the fact that mortgage interest rates on some loans have declined to as low as 5 1/2 per cent.

**WORTH THEIR SALT** — Back in 1896 a geologist named A. F. Lucas discovered the existence of a vast salt deposit beneath an island on the Gulf of Mexico. But in the ensuing years no commercial enterprise was successfully able to mine the deposit, which lay below a cover of muddy earth.

However, widening uses of salt in industry and for such purposes as clearing snow from roads have focused new interest in such deposits in recent years. And starting in the next few weeks, a new attempt to mine the Belle Isle deposit will begin. Undertaking the project with the blessing of the state of Louisiana is Cargill, Inc., a Minneapolis-based farm products firm.

**KEY TO THE effort**, explains C. Robert Burge, Cargill engineer, will be construction of a 16-foot circular shaft some 300 feet down, and sealing it watertight into the salt itself. This will be attempted through a treatment in which a vertical core of earth 40 feet in diameter is frozen by mechanical refrigeration, so the shaft can be dug without collapsing. The walls will be lined with reinforced concrete as work progresses. The finished mining operation will have a capacity

of 400,000 tons of crushed rock salt annually.

The engineers, when they achieve their goals, probably will be dubbed "worth their salt."

### WORKSHOP WONDER

There's hardly a town or hamlet in the entire U.S. where some kind of metalworking doesn't take place, whether it's a good-sized home workshop or a roadside auto repair place. Therefore it's fitting to report introduction recently of a new low-cost metal-cutting device, especially for small workshops. Maker of the machine is the NCG Division of Chemetron Corporation, which unskilled labor and casts "less than \$1000."

**ACCURATE CUTS** are ensured with the Type RMI, according to Norman S. Strandwitz, NCG manager of equipment sales, in the performance of automatic production work from metal templates; square or bevel-edge straight line cutting; hand guided cutting; and compass-guided circular cutting.

It will make longitudinal and transverse cuts of up to 50 and 30 inches, respectively, and will produce compass-guided circles with radii from 2 1/2 to 15 1/4 inches. Mr. Strandwitz also describes the machine as light in weight, easily moved and quickly made ready for operation.

**THINGS TO COME** — You may now improve your sales approach via telephone if you follow the advice of a new 32-page booklet intended to give you tips on how to make your telephone voice a money-making selling tool. It provides a 10-lesson training program for developing a telephone voice personality... A new graphite coating to protect metals against rust, weather, acids, alkali, brine of salt and which does not gather sand or dirt is now available. It can be sprayed, brushed or rolled.

**TOY BATTLE** — This is the busy time of year for toy makers, as they sell their wares to wholesalers and retailers in anticipation of old Santa — although he won't arrive for eight more months. The toy business is now headed into a fiercely competitive period; manufacturers are feverishly developing new playthings, with current emphasis on "space" and educational toys.

Trade experts stress that it's not just clever designs that determine success for the toy maker. Equally vital is marketing and promotional skill, needed to move merchandise into Junior's hands. And the stakes are big — a total market expected to reach \$1.7 billion this year.

**BITS O' BUSINESS** — Lumber and paper companies are turning to airplanes and helicopters increasingly as a means of lanting tree seeds. Also, the seeds are treated to repel birds and animals. Last year 100,000 acres were seeded in this manner... Candy manufacturers have taken advantage of bargain cocoa prices, which at 23 1/2 cents are down 5 cents from last year. They already have contracted for a major portion of their needs for this year.

Roger L. Baker, machinist's fireman apprentice, USN, son of Mr. and Mrs. Percy Baker of 23657 Madison, Torrance, is serving aboard the attack aircraft carrier USS Midway operating with the Seventh Fleet in the Western Pacific.

During the seven-month cruise, the Midway is scheduled to visit Guam, Hong Kong, Japan, Okinawa, the Philippines and Pearl Harbor.

This is the carrier's third Western Pacific cruise since being recommissioned in 1957.

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## Amateur Radio Club Plans Practice Run

The proverbial needle-in-the-haystack will have its counterpart on Sunday when the Marina Amateur Radio Club will have its family picnic and hidden transmitter hunt. With activities scheduled to start at 11 a. m.

The club has planned to make a family outing of the day, with participants asked to bring picnic lunches for their families, according to Steve Leasko, WA6DUX, Club Activities Chairman. The day's program will get under way at 11 a. m. at the Torrance Park, southwest corner, near Arlington and Sepulveda. Plans include various playground games for both children and adults, as well as the picnic and the transmitter hunt.

**THE "NEEDLE"** will be hidden, or target transmitter, which will send a signal on 3.835 megacycles, and the "haystack", or general location will be on the South Bay area. The whereabouts of this transmitter will not be disclosed to the mobile radio operators whose job will be to locate it as quickly as possible.

They will do this by listening to the signal and tracing it to its source, using mobile "rigs" (radio equipment installed in their cars). The winner will be the first person to find the transmitter, with the lowest elapsed mileage on the speedometer. Contestants will know only that the target transmitter is somewhere within a predetermined area of so many square miles.

**THIS AREA**, and hunt rules, will be announced at the Torrance Park at 1 o'clock, the time at which participants will

be briefed and the event will start. Those interested in participating in this activity, and non-members are invited, are asked to meet at the park before 1 to receive rules, general location of the hidden transmitter, and identification stickers for their cars.

A portable radio station will be set up to operate on the club net frequency of 3.833 megacycles from the park grounds. Members and visitors are urged to bring their families and take part in the entire day's activities, including the picnic fun.

**PLANS FOR future club projects** are being drawn up. These include the annual Field Day, as well as other activities to be held later this year.

Licensed hams throughout the South Bay area, who are interested in joining the Marina Amateur Radio Club, may obtain information by writing Bill Gray, WA6AWY, President of the Club, Box 2112, Torrance Post Office, or by visiting the club. Monthly meetings are held at 7:30 p. m., second Thursdays of the month, at Eucalyptus Park Recreation Building, 123rd St. and Inglewood, Hawthorne.

### Hospital Executive

#### At Bay City Session

Leonard A. Ensminger, administrator of the Torrance Memorial Hospital and a member of the Board of Directors of the Hospital Council of Southern California is one of the leading hospital administrators attending the 31st Annual Convention of the Association of Western Hospitals in San Francisco, April 24-27.

## Feds Taking Aim on California Consumers and Producers Alike

By VINCENT THOMAS

Assemblyman, 68th District  
California consumers and producers are both the targets of pending federal legislation which would severely limit competitive railroad freight rates. Consumers who buy a wide variety of goods shipped in from elsewhere would find their prices increased to make up raised transportation costs. Agricultural producers, as well as those of lumber and other basic commodities would face loss of markets in other states because they would be unable to meet delivered-to-market prices of their competitors.

A joint resolution was recently introduced in the Senate which urges each United States Senator and Representative from California to oppose the two measures now before the Interstate and Foreign Commerce Committee of the federal Senate, or any other similar measures which may be introduced.

**THE RESOLUTION** points out that the federal bill would strike at the use of two efficient and economical innovations in railroad freight transportation which are of great benefit to California. The first is the so-called "piggyback operation," under which two or more truck trailers are loaded on a flatcar and sped to distant destinations over rails, instead of over the highways. The second involves the use of tri-level tracks on flatcars for the delivery of automobiles to the state.

The two Congressional measures are being vociferously supported by the Teamsters Union under James Hoffa. The primary reason given is that use of either piggyback or tri-level operations deprives union members of work. Teamster literature alleges on the one hand that railroad piggyback rates are so low as to cover only out-of-pocket costs or less. On the other, it claims that net earnings of the average piggyback car are over seven times

those of the average boxcar.

**OUR SENATE** resolution cites the fact that when Congress wrote the National Transportation Act of 1958, it added a special section to the Interstate Commerce Act to provide that the Interstate Commission, in approving proposed carrier freight rates, should not hold those rates "up to a particular level to protect the traffic of any other mode of transportation..." It also points out that since this liberalized policy was enacted, California industry and agriculture have been able to compete more effectively in distant markets. Our fruits, vegetables, lumber and other commodities have benefited in many instances.

Much of our state's \$3 billion annual production of agricultural commodities is shipped to other states, and most of it is marketed in competition with the produce of those states. Therefore, low transportation rates, and expert, specialized handling of perishable goods are vital to maintenance of the trade.

**THE LOW, fair and reasonable, yet compensatory rates** established under present law would, according to the resolution, be seriously endangered if either federal bill were enacted. Our California economy would be severely damaged if truly competitive rates were prohibited by a change in the law.

The resolution has been referred to the Senate committee on transportation for hearing. This group has responsibility for legislation relating to our state highway system, and is naturally concerned about the effect of heavy commercial traffic on the highways. The committee has been informed that 25 trains of 100 cars each moving out of the state, in effect take 5000 trucks off the roads with resultant reduction in traffic jams and wear and tear.

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